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Board Members:

- Therese Sharp
- Monty Rostad
- Ken Henry
- Georjean Seeliger
- Nelson Traverso
- Cindy Schumaker
- Buzzy Chiu
- Bart LeBon
- Charles Bettisworth
- Suzi Waugaman
- Gary Conaster
- Peter Beaver
- Frank Eagle

Welcome new  
Downtown Members:

- The Yukon Quest**
- The Stash**
- River City Café and Espresso**

Downtown Association  
of Fairbanks

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# VISION FAIRBANKS STANDARDS & GUIDELINES

The Downtown Association has been implementing the Vision Fairbanks Downtown Plan since the Borough Assembly unanimously passed it on August 21, 2008. First among the implementation strategies is the *Time-Sensitive Projects*, and the first among these is *Standards and Guidelines*. Downtown Fairbanks will change, and as it does, *Standards and Guidelines* will ensure that change reflects the Vision Plan. Every present use and building downtown is grandfathered – but enacting regulatory measures now will in time create the type of mixed uses and pedestrian and bicycle-friendly improvements called-for in the Vision Plan’s land use and circulation frameworks.

*Street Standards* are specific requirements that address traffic lane widths, location of on-street parking, required sidewalk widths, streetscape landscaping requirements, additional right-of-way needs, etc. The *Street Standards* will be administered as requirements for future downtown right-of-way improvements by the City Public Works Department.

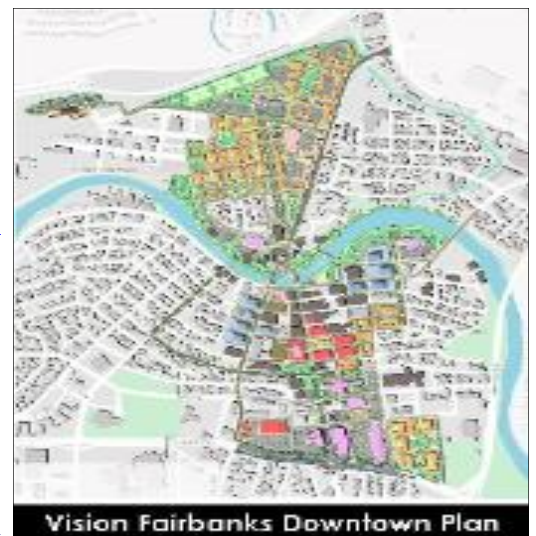
*Development Standards* are specific requirements that pertain only to parcels in the downtown retail and commercial core. In an effort to establish minimum requirements for vibrant retail and commercial centers, the *Development Standards* address ground floor uses, build-to lines, ‘active edges’ of buildings, minimum parking requirements and

prohibited ground-floor building materials. Parts of the *Development Standards* will need adoption into City building code; others, Borough ordinance. But the primary role for *Development Standards* is a source document for developing new zoning types in the downtown core to spawn mixed uses.

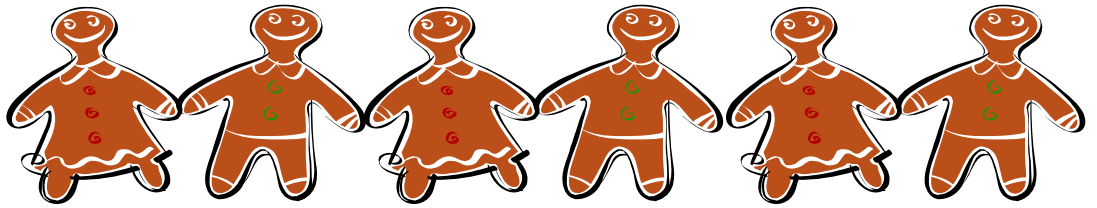
Finally, the *Design Guidelines* seek ‘design excellence’ in the built environment. They address a range of subjective criteria; as such, they are discretionary, to be administered by a Design Commission created by ordinance and administered by the Borough Planning Commission.

Taken together, *Street Standards*, *Development Standards*, and *Design Guidelines* ensure a degree of order, harmony and quality within the downtown built environment. To create the *Standards and Guidelines*, the Downtown Association formed committees of private citizens and City and Borough personnel to help Crandall Arambula. With the drafts of the *Standards* and *Guidelines* complete, Crandall Arambula will come to Fairbanks for a public workshop to gather public comment for a final draft.

**Join Us for  
Public Comment  
February 11, 2009  
The Carlson Center  
5:30-7:30 PM**



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*Winter Solstice Festival 2008*

*Window Decorating  
Competition Winner:*

*Townehouse*

*Motel & Apartments*

*Honorable Mention:*

*The Fudge Pot*

*Winter Solstice Festival 2008*

*Gingerbread Man Chase*

*Winners:*

*Paul & Jesse Ackerman*

## CHENA RIVER ICE SKATING PARK DEDICATION

The community dedication of the Chena River Ice Skating Park will take place on Saturday, February 14 from 10AM until sun-down. Located in front of the esteemed Samson's Hardware store, this newly established ice skating park plans to be an annual winter feature of downtown Fairbanks.

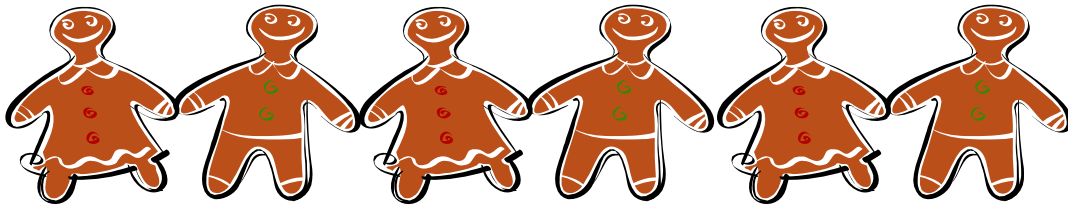
The Chena River Ice Skating Park, also known as project C.R.I.S.P., is seeking sponsors for this new recreational area. C.R.I.S.P. creator John Jackovich says "I want to recognize Golden Heart Utilities as the first to step up and be a main sponsor of the park, starting us on the path to making this dream a reality".

There are a variety of different sponsorships available, and those that participate in this first year will have the opportunity to continue their sponsorship in the years to come. This first year the

park is commemorating two historic events: the 50th Anniversary of Alaska's statehood, and a celebratory farewell to Samson's Hardware, one of the last standing institutions on the bank of the Chena. Bronze medallions will be available for purchase for the first time in Fairbanks, to commemorate the 50th Anniversary of Statehood.

The Downtown Association applauds John Jackovich and all those supportive of this great new addition to our town. For more information please contact John at (907) 978-7711 or via email: [John@BigIFairbanks.com](mailto:John@BigIFairbanks.com)





On December 21, 2008 downtown played host to another joyful Winter Solstice Festival. This year the celebration saw more Fairbanks families and friends than ever before. Our wonderful winter tradition featuring live performances, Santa photos, window decorations, fireworks and much more filled the streets with friendly holiday spirit. This year the festival welcomed new participants and new activities including the Relay for Life's Luminary Ceremony, Sing it Yourself Messiah, Book reading and signing of "The Vole Family in Winter When the Northern Lights Come Out to Play." by author Claudia Lively, and dance performances by the Lathrop High School Ballroom Dance team and Tundra Caravan.

The night would not have been complete without Santa and Mrs. Clause, who welcomed the children of Fairbanks into their open arms. Photos with Santa were taken and gifts were given to all the good little boys and girls. Downtown stores greeted customers with festive treats, crafts, games, live music. Even with all the excitement it was impossible to miss the traveling reindeer who pranced along the streets of downtown Fairbanks.

As the day dwindled into the night and the crowds lined the bridges and frozen river the sky was lit up with a heart warming display of fireworks making the cold of winter disappear and the light, energy, and warmth of Fairbanks apparent to all!

*Thank you to all  
who made the  
Winter Solstice  
Festival  
an evening to  
remember.*



Bethany Eason from Townehouse Motel & Apartments

## CAPTURE THE SPIRIT OF THE YUKON QUEST

Capture the competitive spirit of the Yukon Quest International Sled Dog Race by becoming a participating venue in Pawsport. Promote local businesses by sending people around to fill in their Pawsport and they will have a chance to win a special prize. Participating venues will receive a submission box,

Pawspots and an official paws stamp to use when visitors make a \$5.00 in store purchase. Rules of Participation will be posted on the back of every Pawsport. Call to be a participating venue of Pawsport. Competition will run from Monday, February 16<sup>th</sup> through Friday February 27<sup>th</sup>.

## DOWNTOWN FAIRBANKS WELCOMES IRON DOG

On February 14<sup>th</sup>, 2009, downtown Fairbanks will witness for the first time the fantastic finish of the Tesoro Iron Dog, the longest, toughest snow machine race in the world. The Iron Dog will bring national media attention, people, and excitement to Fairbanks. To welcome the event, downtown

merchants and the DTA have collaborated on a publication, pointing out what offers, specialties, and events will be in store for Iron Dog spectators. This handout will be distributed to local businesses and hotels and will be passed out on the race day finish from noon-3pm. The Tesoro Iron

Dog team will also be passing out the flyer. Please join us in welcoming this spectacular new event to our city streets.

**A New Downtown Fairbanks Tradition has Begun!**

## Polaris: Renovate, Demolish or Fester?



### Welcoming New Board Members:

**Frank Eagle**  
Board Member

**Gary Conaster**  
Board Member

**Frank Eagle**  
Board Member

### We thank & bid farewell to Board Members:

**Mike Cook**  
**Susan Rainey**

Feeling Philanthropic? We're looking for all kinds of prizes for lucky Pawspport winners. Promote your business and support the Yukon Quest.

In early December 2008, the City of Fairbanks and the Fairbanks North Star Borough announced a joint capital request of \$6 million from the State Legislature to abate the Polaris building. In late December, the Marlow Development Corporation returned to Fairbanks with a proposal to renovate the Polaris. Because the proposal relies upon two unusual measures – waiving permit and plan review fees and waiving accrued interest charges on deferred property tax – Mayor Strle created a committee to review the terms of his proposal.

Though that review is not finalized, and while the Downtown Association has not yet taken a position on the merits, feasibility, or desirability of the Marlow Corporation's proposal, the Downtown Association believes pursuing the capital request for abatement is sound policy. Securing \$6 million of state dollars is a tough job, which is exactly why Fairbanks needs to continue to pursue this strategy should the Marlow proposal falter.

Because the Polaris has been empty for over a decade, defying attempts at renovation, we assume it's got a good chance of staying that course. The Downtown Association will therefore continue to support the City and Borough's well-considered capital request for abatement of the Polaris building.



## Yukon Quest Arrives!

Is your business celebrating the Yukon Quest finish? Host an event and submit it to [knash@downtownfairbanks.com](mailto:knash@downtownfairbanks.com) for a special edition of Live after Five, Yukon Quest Arrives! Here is a great opportunity to attract Quest spectators to your business. Throw a party, have a special dinner, wine tasting, musical performance, or themed surprise and publicize it in our Live after Five publication. What an excellent way to get people downtown, entertain our visitors, and showcase this fantastic event.

## AMY GEIGER JOINS DOWNTOWN ASSOCIATION

Amy Reed Geiger has joined the Downtown Association of Fairbanks as the Community Development Director. She brings a compelling new voice for Fairbanks to our association. Her primary responsibilities are to cultivate downtown members and associates to keep them up to date on events and the Vision Fairbanks plan. Additionally, she will be taking the lead on various downtown renewal efforts.

David van den Berg, Executive Director of the DTA remarked "We're very fortunate to have someone of

Amy's background join the downtown revitalization effort."

Amy Geiger has a Bachelor of Arts Degree from the



University of Hawaii in Manoa, and a Master of Arts Degree from the University of Alaska Fairbanks. She comes from the University of Alaska Museum of the North where she successfully led the Visitor Services Department for many years.

Amy has two wonderful children, Atticus and Rio, and a husband named Scot. A twenty-four year resident of Fairbanks Amy says "I love Fairbanks and am looking forward to working with downtown businesses and residents in order to make Fairbanks an even better place

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